

PHILIP MORRIS U.S.A.

INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Mike Pullio
FROM: Heide Ulbrich
SUBJECT: ALPINE MENTHOL KS - SINGAPORE

DATE: December 16, 1985

This will confirm our telephone conversation of today. Accordingly, I am forwarding to your attention a new mechanical for the above item. Also enclosed is Lander comp 10520-B, color swatches, and an art film.

Please note that the Singapore HW on the front panel is to be picked up from master film and printed in gold.

International has requested to have finished goods ready for airfreight out of Richmond by the end of February, 1986, to cover the first order for 3 million cigarettes.

The second order for 2 million cigarettes should be shipped simultaneously for arrival end of March.

A volume of 18 million cigarettes is projected for the entire year of 1986.

Please note that artwork is also being prepared by Lander for a FTB 10's (80 mm) and the respective carton. Details will follow.

By copy of this memo to Customer Services, I ask to be advised whether the existing 5M shipping case for the BP item should be used or whether a 10M case should be developed.

Please call me if you have any questions.

Thank you for your cooperation.

HU:agb
Enclosure

Heide

cc: B. Bjorkholm
R. Carter
S. Cline
B. Coombs/W. Isbell
L. Graher
G. Jeanrenaud
J. Myracle
L. Robinson
P. Wang

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